

PRICE REDUCTIONS IN AUTOMOBILE WORLD PROVE NUMEROUS AND SHARP

STANDARD MAKES
OF ALL VARIETIES
TAKE LONG DROPS

Ford Starts Movement
With Reductions Made
Last September.

OTHERS TAKE CUE
Lower Figures Announced
When Unexpected by
Public.

The most important feature in the automobile world during the past month, says Fred G. Jopp in The Maryland Motorist, has been the radical reduction in prices announced for many makes of motor cars. This condition has taken place regardless of all the economic arguments advanced since the first of the year in respect to the impossibility of such action in view of dubious business conditions, the price of materials and the unsettled labor conditions.

Caused by Buyers.
The only feasible explanation seems to be the so-called buyers' strike, to which much of the letargic in the automobile trade was attributed. When Henry Ford, last September, started the first real downward trend of automobile prices since the war, about fifteen companies announced reductions in less than a month. Several manufacturers stated that no further change could be expected for six months or a year. With a suddenness that many of the automobile political economists had not looked for, the present trend of reduced prices set in early in May, and since then every week has been marked with the announcement of further drops. Since May 7 about twenty concerns have made price revisions downward, ranking all the way from the moderately priced Chevrolet and Overland to cars in the \$5,000 class, such as the Lincoln and LaFayette.

A list of the cars and types which have been reduced are:

	Old	New Reduction
Touring	\$3,625	\$4,850 \$775
Roadster	5,625	6,820 775
Coach	5,000	5,290 290
Sedan	7,400	8,000 600
Limousine	7,500	6,750 750
TEMPAR.		
Touring	2,885	2,285 600
Roadster	2,885	2,285 600
Coach	3,785	3,185 600
Sedan	3,785	3,185 600
LaFayette		
Touring	1,795	1,525 270
Roadster	1,795	1,495 300
Coach, 3 passenger	2,095	2,195 400
Coach, 5 passenger	2,295	2,495 495
Touring, 7 passenger	2,045	1,785 330
Coach, 7 passenger	2,205	2,035 390